

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, AxMedia, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: SAM Nebraska

Agency name: AxMedia

Address: 800 W. 47th Street, Suite 200, Kansas City, MO 64112

Contact: Taylor Fernie

Phone number: 816-407-1222

Email: _____

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: SAM Nebraska

Address: 400 N. Columbus St., Suite 202, Alexandria, VA 22314

Contact: Luke Niforatos

Phone number: _____

Email: _____

Station is authorized to announce the time as paid for by such person or entity.

List ALL chief executive officers, members of the executive committee and the board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary):

Luke Niforatos & Dana Stevens

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to: _____

Office(s) sought by such candidate(s) (no acronyms or abbreviations): _____

Date of election: _____

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor SAM Nebraska	Station Representative
Signature: <u>TAYLOR FERNIE</u>	Signature: <u>[Signature]</u>
Name: Taylor Fernie	Name: <u>Brad Ashton</u>
Date of Request to Purchase Ad Time: 2/17/2021	Date of Station Agreement to Sell Time: <u>2-17-21</u>

TO BE COMPLETED BY STATION ONLY

Ad submitted to station? ☒ Yes ☐ No Date ad received: 2-17-21

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☒ Accepted
☐ Accepted IN PART (e.g., ad not received to determine content)*
☐ Rejected - provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #:	Station Call Letters: <u>KBIE-FM - KNCI AM</u>	Date Received/Requested: <u>2-17-21</u>
Est. #: <u>2286</u>	Station Location: <u>Nebraska City, NE</u>	Run Start and End Dates: <u>2-18-21 to 2-31-21</u>

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



911 Central Ave
Second Level
Nebraska City NE 68410-0278

Phone 402-873-3348
Fax 402-873-7882

SKAR ADVERTISING
111 SOUTH 108TH AVE
OMAHA, NE 68154

KBIE FM Confirmation

OrderID: 0299-111

Sponsor: NEBRASKA LOTTERY
Product: NEL - Cash Blast
Estimate/PO: CPE: C07500/NEL/3409
AccountRep: House Accounts
BillingCycle: Broadcast Month
InvoiceType: Detail Notarized Affidavit
Run Dates: 2/18/2021 - 3/28/2021
Items Ordered: 84
Ordered Amount: \$1,432.00
-Agency Commission: -\$214.80
Net Amount: \$1,217.20

Scheduled Station(s): KBIE-FM NEL - Cash Blast

Printed 2/17/2021 10:49:49 AM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 2/18/2021 - 3/7/2021	All Weeks	10:00 AM - 07:00 PM						2	2	4	:30	Spot			12	14.00	168.00
02 3/15/2021 - 3/28/2021	All Weeks	10:00 AM - 07:00 PM						2	2	4	:30	Spot			8	14.00	112.00
03 2/22/2021 - 2/28/2021	All Weeks	06:00 AM - 07:00 PM	3	3	4	3	3			16	:30	Spot			16	18.00	288.00
04 3/1/2021 - 3/5/2021	All Weeks	06:00 AM - 07:00 PM	2	3	2	3	2			12	:30	Spot			12	18.00	216.00
05 3/15/2021 - 3/28/2021	All Weeks	06:00 AM - 07:00 PM	3	3	4	3	3			16	:30	Spot			32	18.00	576.00
06 2/18/2021 - 2/19/2021	All Weeks	06:00 AM - 07:00 PM				2	2			4	:30	Spot			4	18.00	72.00
Broadcast Month Projected Billing:																	
Jan-21		0.00															
Feb-21										472.00							
Mar-21															960.00		
															Q1-2021		1,432.00

Confirmed Correct; Payment Guaranteed

Accepted for KBIE-FM

This station does not discriminate in the sale of commercial time, and will not accept advertising which, in its sole opinion, is purchased with an intent to discriminate unlawfully on the basis of race, gender, or ethnicity. The advertiser hereby certifies that its purchase of commercial time is not made for an unlawful discriminatory purpose, including specifically that it is not based upon a decision to place advertising on a station on the basis of race, gender, or ethnicity.

911 Central Ave
Second Level
Nebraska City NE 68410-0278

Phone 402-873-3348
Fax 402-873-7882

SKAR ADVERTISING
111 SOUTH 108TH AVE
OMAHA, NE 68154

KNCY-AM Order Confirmation

OrderID: 0299-112

Sponsor: NEBRASKA LOTTERY
Product: NEL - Cash Blast
Estimate/PO: CPE: C07500/NEL/3409
AccountRep: House Accounts
BillingCycle: Broadcast Month
InvoiceType: Detail Notarized Affidavit
Run Dates: 2/18/2021 - 3/28/2021
Items Ordered: 84
Ordered Amount: \$1,240.00
-Agency Commission: -\$186.00
Net Amount: \$1,054.00

Scheduled Station(s): KNCY-AM NEL - Cash Blast

Printed 2/17/2021 10:53:42 AM

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Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Avail Type	Copy ID	Qty	Item Cost	Total Cost
01 2/18/2021 - 3/7/2021	All Weeks	10:00 AM - 07:00 PM						2	2	4	:60	Spot			12	14.00	168.00
02 3/15/2021 - 3/28/2021	All Weeks	10:00 AM - 07:00 PM						2	2	4	:60	Spot			8	14.00	112.00
03 2/22/2021 - 2/26/2021	All Weeks	08:00 AM - 07:00 PM	3	3	4	3	3			16	:60	Spot			16	16.00	240.00
04 3/1/2021 - 3/5/2021	All Weeks	08:00 AM - 07:00 PM	2	3	2	3	2			12	:60	Spot			12	15.00	180.00
05 3/15/2021 - 3/25/2021	All Weeks	08:00 AM - 07:00 PM	3	3	4	3	3			16	:60	Spot			32	15.00	480.00
06 2/18/2021 - 2/19/2021	All Weeks	08:00 AM - 07:00 PM				2	2			4	:60	Spot			4	15.00	60.00
Broadcast Month Projected Billing:																	
Jan-21		0.00															
Feb-21							412.00										
Mar-21													828.00		Q1-2021		1,240.00

Confirmed Correct; Payment Guaranteed

Accepted for KNCY-AM

This station does not discriminate in the sale of commercial time, and will not accept advertising which, in its sole opinion, is purchased with an intent to discriminate unlawfully on the basis of race, gender, or ethnicity. The advertiser hereby certifies that its purchase of commercial time is not made for an unlawful discriminatory purpose, including specifically that it is not based upon a decision to place advertising on a station on the basis of race, gender, or ethnicity.

New Order

Media: Radio

Client: SAM Nebraska

Product: Education Campaign

CPE: //2286

Description: SAM Nebraska - Radio 2.18 - 3.31

Rep:

Version: 1

Comments:

Market: Omaha-Council Bluffs

Demo: Adults 18+

Separation: 30

Flight Start: 2/18/21

Flight End: 3/31/21

Sales Office:

Survey: Sep19-NOV19 MSA CustRadio

Comments: New Order 2/17/21 - The new order will run Thursday 2/18 - Wednesday 3/31. Please confirm the new orders & alert me of any pre-empts. Thank you!

Vendor: KBIE-FM

AE: Brad Achtemeier

Phone:

Phone: 816-803-7138

Fax:

Fax:

Billing To: AxMedia

1251 NW Briarcliff Pkwy, Suite 85

Kansas City, MO 64116

Phone: 816-803-7138

Fax:

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R14861, Markeron #184659, Spotdata #2095

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	2/18	2/25	3/4	3/11	3/18	3/25	Total Spots	Adults 18+ Spots	RTG	CPP		
1	ThF,MTuW 6:00A-10:00A	AM	\$47.06	C 30	12	12	12	12	12	12	72	72				
2	ThF,MTuW 10:00A-3:00P	MD	\$47.06	C 30	11	11	11	11	11	11	66	66				
3	ThF,MTuW 3:00P-7:00P	PM	\$47.06	C 30	12	12	12	12	12	12	72	72				
Total Spots:											35	35	35	35	35	
Total GRP/GIMP(000):											0.0	0.0	0.0	0.0	0.0	0.0
Month	Cash\$-Spots				Trade\$-Spots				Total\$-Spots							
2/2021	\$3,294.20 - 70				\$0.00 - 0				\$3,294.20 - 70							
3/2021	\$6,588.40 - 140				\$0.00 - 0				\$6,588.40 - 140							
Total Gross Cost:											\$9,882.60					
Total Net Cost:											\$8,400.21					
Total Gross CPP:											\$0.00					
Total Net CPP:											\$0.00					

Disclaimer:

All invoices must exactly match this time order and are to be sent, in duplicate, immediately following the end of the schedule. All invoices are to be in our hands by the 7th of the following month. This agency does not accept service fees? or handling charges? or anything of that type. Urgently request our commercials air in the first 60 position of each stopset. All spots must receive a fair and equitable rotation. Deductions will be made for poor rotations and missing bonus or N/C spots. Any additional bonus weight would be greatly appreciated. No makegoods will be accepted. All spots shown on the invoice/affidavit must be within 5 minutes of the actual time the spots aired. A 30-minute separation is required between our own spots and those of our major competitors.

New Order

Media:

Radio

Client:

SAM Nebraska

Product:

Education Campaign

CPE:

//2286

Description:

SAM Nebraska - Radio 2.18 - 3.31

Market:

Omaha-Council Bluffs

Demo:

Adults 18+

Separation:

30

Flight Start:

2/18/21

Flight End:

3/31/21

Vendor:

KNCY-AM

Billing To:

AxMedia

1251 NW Briarcliff Pkwy, Suite 85

Kansas City, MO 64116

AE:

Brad Achtemeier

Phone:
Phone:

816-803-7138

Rep:
Sales Office:
Fax:
Fax:
Version:

1

Survey:

Sep19-NOV19 MSA Custradio

Comments:

New Order 2/17/21 - The new order will run Thursday 2/18 - Wednesday 3/31. Please confirm the new orders & alert me of any pre-empts. Thank you!
Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R114861, Marketron #184659, Spodata #2095

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	2/18	2/25	3/4	3/11	3/18	3/25	Total Spots	Adults 18+ Spots	RTG	CPP
1	ThF,MTuW 6:00A-10:00A	AM	\$23.53	C 30	12	12	12	12	12	12	72	72		
2	ThF,MTuW 10:00A-3:00P	MD	\$23.53	C 30	11	11	11	11	11	11	66	66		
3	ThF,MTuW 3:00P-7:00P	PM	\$23.53	C 30	12	12	12	12	12	12	72	72		
Total Spots:					35	35	35	35	35	35	210	210		
Total GRP/GMP(000):					0.0	0.0	0.0	0.0	0.0	0.0				0.0
Month					Cash\$-Spots					Trade\$-Spots				
2/2021					\$1,647.10 - 70					\$1,647.10 - 70				
3/2021					\$3,294.20 - 140					\$3,294.20 - 140				
Total Gross Cost:					\$4,941.30									
Total Net Cost:					\$4,200.11									
					Total Gross CPP:					\$0.00				
					Total Net CPP:					\$0.00				

Disclaimer:

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